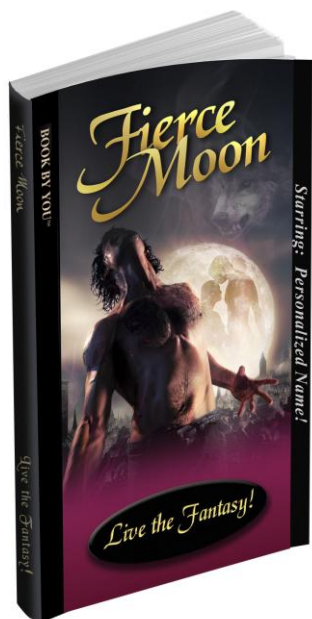


Press Release

World's First Personalized Werewolf Romance Novel for Valentine's Day

London, Ontario, Canada January 19, 2010: Just in time for Valentine's Day, Book By You® today announced the release of its newest personalized novel, **Fierce Moon**—a werewolf romance filled with mystery, time travel, and magic, all in one romantic adventure! **Fierce Moon** makes a perfect Valentine's Day gift for everyone from fans of *Twilight*, *True Blood*, and the upcoming *Wolfman* film to Sherlock Holmes and mystery devotees. This Book By You® novel is the company's 21st personalized title and the eleventh offering from the company's Romance By You™ division.



In keeping with the Book By You® decade-long tradition, customers co-author **Fierce Moon** by visiting the Book By You® website and completing the easy questionnaire. There are more than 26 features to personalize, including the heroine, hero, and the heroine's best friend, as well as features such as hair color and length, eye color, and body type; customers can even include a dog or cat! Readers can also add to the personalization of this beautifully bound, 200-page paperback by uploading a picture to be shown on the back cover.

In **Fierce Moon**, our mystery-loving heroine is swept back in time to Victorian England, where she's captivated by our hero, a brilliant, dashing detective, and joins the hunt for a terrifying serial killer called The Beast. But our hero hides a deadly secret: each full moon, he turns from man to vicious wolf! Is this renowned detective guilty of the horrific crimes he's vowed to solve...and a danger to the woman he loves? What will our heroine do when the trail of clues leads her right to the hero's door? **Fierce Moon** will leave readers gasping as they're taken to a past filled with intrigue and passion.

Michael Pocock, founder of Book By You®, commented, "**Fierce Moon** lets our readers take a walk on the wild side. With *Twilight* and *True Blood*, the fever for supernatural tales is hotter than ever, and who wouldn't want to match wits with a real-life Sherlock Holmes? Our customers have also been clamoring for a follow-up to our phenomenally popular personalized vampire novel, **Vampire Kisses**, and **Fierce Moon** will definitely whet their appetite!"

To purchase a personalized novel, readers go to the company's website, www.BookByYou.com, and complete a character questionnaire specifying the information to be included in their book. The company offers a free demonstration area where readers can preview personalized excerpts from each of the company's 11 romance novels.

###

Media interviews and promotional photographs are available upon request.

###

For more information contact:

Michael Pocock
Publisher
Book By You Publishing

Email: publish@bookbyyou.com
Telephone: 1-877-898-1440
Fax: 1-877-898-1440